

**WHAT IS CLAIMED IS:**

- 1 1. A method for reverse logistics, comprising the steps of:
  - 2 offering used goods, owned by an actual seller, for sale over an internet exchange portal;
  - 3 selling a right to market the used goods to a virtual seller;
  - 4 marketing the used goods over the portal under direction of the virtual seller;
  - 5 identifying an actual buyer; and
  - 6 selling the used goods to the actual buyer.
- 1 2. The method of claim 1, wherein the used goods are subject to rapid depreciation.
- 1 3. The method of claim 1, wherein the used goods are used computer goods.
- 1 4. The method of claim 1, wherein:
  - 2 the virtual seller is a manufacturer of new goods; and
  - 3 the actual seller is a strategic account customer of the manufacturer.
- 1 5. The method of claim 4, wherein the selling a right step further includes the step of:
  - 2 charging the actual seller a lower price for acquiring the new goods in exchange for
  - 3 marketing the used goods.
- 1 6. The method of claim 1, wherein the marketing step includes the steps of:
  - 2 categorizing the used goods; and
  - 3 differentiating marketing by category.

1 7. The method of claim 6, wherein the categorizing step includes the step of:  
2 categorizing the used goods by their condition.

1 8. The method of claim 7, wherein the categories include acceptable, unacceptable, and  
2 mixed acceptability.

1 9. The method of claim 6, wherein the categorizing step includes the step of:  
2 categorizing the used goods by marketability.

10. The method of claim 9, wherein the marketability categories include marketable,  
1  
unmarketable, and mixed marketability.  
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1 11. The method of claim 6, wherein the categorizing step includes the step of:  
2 categorizing the used goods by functionality levels.

12. The method of claim 11, wherein the functionality levels include systems, devices,  
2 components, parts, and materials.

- 1 13. The method of claim 6, wherein:
  - 2 the marketing step includes the step of virtually differentiating a portion of the used
  - 3 goods into both a first category and a second category;
  - 4 the identifying step includes the steps of,
    - 5 receiving a first offer for the first category from a first actual buyer; and

6 receiving a second offer for the second category from a second actual buyer,  
7 wherein the second offer is of greater value than the first offer; and  
8 the selling the used goods step includes the step of selling the portion of used goods to  
9 the second actual buyer.

1 14. The method of claim 6, wherein:  
2 the marketing step includes the steps of,  
3 virtually differentiating the used goods into a matrix of categories; and  
4 simultaneously marketing each of category in the matrix; and  
5 the identifying step includes the step of receiving a set of offers for each of category in  
6 the matrix; and  
7 the selling the used goods step includes the step of accepting those offers which  
8 maximize value returned to the actual seller for the used goods.

1 15. The method of claim 6, wherein the marketing step includes the step of:  
2 virtually aggregating the used goods from a first actual seller with other used goods from  
3 a second actual sellers into a matrix of categories;  
4 the identifying step includes the step of receiving a set of offers for each of category in  
5 the matrix; and  
6 the selling the used goods step includes the step of accepting those offers which  
7 maximize value returned to the first actual seller.

1 16. The method of claim 1, further including the steps of:

2           obtaining credit for a predetermined amount of funds from a creditor on behalf of the  
3    actual buyer; and  
4           delaying payment of the funds from the creditor to the actual seller until after the actual  
5    buyer inspects and approves the used goods.

1    17.    A computer-usable medium embodying computer program code for commanding a  
2    computer to perform reverse logistics, comprising the steps of:  
3           offering used goods, owned by an actual seller, for sale over an internet exchange portal;  
4           selling a right to market the used goods to a virtual seller;  
5           marketing the used goods over the portal under direction of the virtual seller;  
6           identifying an actual buyer; and  
7           selling the used goods to the actual buyer.

1    18.    The computer-usable medium of claim 17, wherein:  
2           the virtual seller is a manufacturer of new goods; and  
3           the actual seller is a strategic account customer of the manufacturer.

1    19.    The computer-usable medium of claim 18, wherein the selling a right step further  
2    includes the step of:  
3           charging the actual seller a lower price for acquiring the new goods in exchange for  
4           marketing the used goods.

- 1 20. The computer-readable medium of claim 17, wherein the marketing step includes the steps
- 2 of:
  - 3 categorizing the used goods; and
  - 4 differentiating marketing by category.

- 1 21. The computer-readable medium of claim 20, wherein:
  - 2 the marketing step includes the step of virtually differentiating a portion of the used
  - 3 goods into both a first category and a second category;
  - 4 the identifying step includes the steps of,
    - 5 receiving a first offer for the first category from a first actual buyer; and
    - 6 receiving a second offer for the second category from a second actual buyer,
  - 7 wherein the second offer is of greater value than the first offer; and
  - 8 the selling the used goods step includes the step of selling the portion of used goods to
  - 9 the second actual buyer.

- 1 22. The computer-readable medium of claim 20, wherein:
  - 2 the marketing step includes the steps of,
    - 3 virtually differentiating the used goods into a matrix of categories; and
    - 4 simultaneously marketing each of category in the matrix; and
  - 5 the identifying step includes the step of receiving a set of offers for each of category in
  - 6 the matrix; and

7           the selling the used goods step includes the step of accepting those offers which  
8   maximize value returned to the actual seller for the used goods.

1   23.   The computer-readable medium of claim 20, wherein the marketing step includes the step  
2   of:

3           virtually aggregating the used goods from a first actual seller with other used goods from  
4   a second actual sellers into a matrix of categories;

5           the identifying step includes the step of receiving a set of offers for each of category in  
6   the matrix; and

7           the selling the used goods step includes the step of accepting those offers which  
8   maximize value returned to the first actual seller.

1   24.   The computer-readable medium of claim 17, further including the steps of:

2           obtaining credit for a predetermined amount of funds from a creditor on behalf of the  
3   actual buyer; and

4           delaying payment of the funds from the creditor to the actual seller until after the actual  
5   buyer inspects and approves the used goods.

1   25.   A system for reverse logistics, comprising:

2           means for offering used goods, owned by an actual seller, for sale over an internet  
3   exchange portal;

4           means for selling a right to market the used goods to a virtual seller;

5           means for marketing the used goods over the portal under direction of the virtual seller;

6 means for identifying an actual buyer; and  
7 means for selling the used goods to the actual buyer.

1 26. The system of claim 25, wherein:  
2 the virtual seller is a manufacturer of new goods; and  
3 the actual seller is a strategic account customer of the manufacturer.

1 27. The system of claim 26, wherein the means for selling a right further includes:  
2 means for charging the actual seller a lower price for acquiring the new goods in  
3 exchange for marketing the used goods.

1 28. The system of claim 25, wherein the means for marketing includes:  
2 means for categorizing the used goods; and  
3 means for differentiating marketing by category.

1 29. The system of claim 28, wherein:  
2 the means for marketing includes means for virtually differentiating a portion of the used  
3 goods into both a first category and a second category;  
4 the means for identifying includes,  
5 means for receiving a first offer for the first category from a first actual buyer;  
6 and  
7 means for receiving a second offer for the second category from a second actual  
8 buyer, wherein the second offer is of greater value than the first offer; and

9                   the means for selling the used goods includes means for selling the portion of used goods  
10                to the second actual buyer.

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1   30.   The system of claim 28, wherein:  
2                   the means for marketing includes,  
3                   means for virtually differentiating the used goods into a matrix of categories; and  
4                   means for simultaneously marketing each of category in the matrix; and  
5                   the means for identifying includes means for receiving a set of offers for each of category  
6                   in the matrix; and  
7                   the means for selling the used goods includes means for accepting those offers which  
8                   maximize value returned to the actual seller for the used goods.

1   31.   The system of claim 28, wherein the means for marketing includes:  
2                   means for virtually aggregating the used goods from a first actual seller with other used  
3                   goods from a second actual sellers into a matrix of categories;  
4                   the means for identifying includes means for receiving a set of offers for each of category  
5                   in the matrix; and  
6                   the means for selling the used goods includes means for accepting those offers which  
7                   maximize value returned to the first actual seller.

1   32.   The system of claim 25, further including:

- 2        means for obtaining credit for a predetermined amount of funds from a creditor on behalf
- 3        of the actual buyer; and
- 4        means for delaying payment of the funds from the creditor to the actual seller until after
- 5        the actual buyer inspects and approves the used goods.